

# AGENDA



## WILTON DRIVE IMPROVEMENT DISTRICT REGULAR MEETING

Wednesday, May 10, 2023 at 5:00 PM  
2020 WILTON DRIVE, WILTON MANORS, FLORIDA 33305

**1. CALL TO ORDER**

**2. PLEDGE OF ALLEGIANCE**

**3. ROLL CALL**

**4. COMMENTS FROM THE PUBLIC**

Any member of the Public may speak for three minutes.

**5. APPROVAL OF MINUTES**

- a. 4-12-23 Draft minutes

**6. OLD BUSINESS**

- a. Further Discussion of purchase of additional trash bins
- b. Further Discussion of sidewalk cleaning
- c. Further discussion of Castillo/Lightship video
- d. Further Discussion of Sunset and Future Goals
- e. Further discussion of Wilton Manors Business Association and Wilton Drive Improvement District joint meeting in July 2023

**7. NEW BUSINESS**

**8. ADJOURNMENT**

Pursuant to FS. 286.0105, if a person decides to appeal any decision made by the Board, Agency or Commission with respect to any matter considered at such meeting, or hearing, he/she will need a record of the proceedings and that for such purposes he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. Any person requiring Auxiliary Aids and Services for the Meeting may call the ADA Coordinator at (954) 390-2120 at least two working days prior to the meeting. If you are Hearing or Speech impaired, please contact the Florida Relay Services by using the following phone numbers: 1-800-955-8770 (Voice) 1-800-955-8771 (tdd)



## **MINUTES**

WILTON DRIVE IMPROVEMENT DISTRICT

Wednesday, April 12, 2023 at 5:00 p.m.

2020 Wilton Drive, Wilton Manors, Florida 33305

### **CALL TO ORDER**

Chair Castillo called the meeting to order at 5:00 p.m.

### **PLEDGE OF ALLEGIANCE**

#### **ROLL CALL**

##### **Members Present**

Chair Claudia Castillo

Vice Chair Josie Smith Malave

Matthew Dreger

Paul Hugo

##### **Members Absent**

None

### **COMMENTS FROM THE PUBLIC**

At this time Chair Castillo opened the floor to public comment, which she closed upon receiving no input.

### **APPROVAL OF MINUTES**

#### **March 8, 2023 Draft Minutes**

Member Dreger made a motion, seconded by Member Hugo, to approve the minutes as presented. In a voice vote, the motion passed unanimously.

### **OLD BUSINESS**

#### **Chair's Report**

Chair Castillo reported that she attended the March 14, 2023 Wilton Manors City Commission meeting to provide an update on completed efforts and activities on Wilton Drive. The Commissioners had no questions.

A ribbon-cutting ceremony for the Wilton Drive landscaping project was held on March 28, 2023.

### **Further discussion of Castillo / Lightship Video**

Andy Perrott, representing Lightship Media, stated that the company is awaiting photos and video clips so they can incorporate these into the video. He estimated that the completed video can be presented at the May WDID meeting.

### **Update on digital marketing campaign by Lightship Media**

Mr. Perrott provided an update on the paid digital marketing campaign. Lightship plans to meet with Wilton Drive businesses to film more content. The members discussed how businesses are selected for participation and how results of the campaign be tracked.

The following Items were taken out of order on the Agenda.

### **Further discussion of Sidewalk Cleaning**

Pamela reported that she has secured three quotes for pressure-cleaning Wilton Drive sidewalks from Five Points to 20 Street on both sides of the street. The lowest quote is \$7353.

Chair Castillo added that she has also received a quote of \$1150 per day for four days from a separate vendor. It was noted that this vendor has not formally submitted a written quote.

Member Hugo made a motion, seconded by Vice Chair Smith Malave, to approve sidewalk cleaning in an amount not to exceed \$7500, and authorize Pamela to engage those services. [The motion was approved by consent.]

### **Further discussion of banners for NE 6 Ave.**

Vice Chair Smith Malave made a motion, seconded by Member Hugo, to approve the choices as stated and authorize Pamela to purchase the banners. In a voice vote, the motion passed unanimously.

### **Further discussion of Sunset and future goals**

Member Dreger distributed a list of recommended changes to the WDID's activities and use of funds, including tangible projects, if they choose to continue rather than allow the District to sunset.

The members discussed focus items including a wayfinding project, street furniture, promotional business events, pedestrian safety, and lighting improvements. They also discussed the possibility of working with the Wilton Manors Business Association and modifying qualifications for WDID Board membership.

### **Visit Fort Lauderdale Resource Center**

### **NEW BUSINESS**

None.

## **ADJOURNMENT**

The meeting was adjourned at 6:21 p.m.

**CTV/OTT CAMPAIGN**

Impressions	68,974
Video Completions	64,388
Completion Rate	93.95%
Large Screen	67,067
Small Screen	6,907

**YOUTUBE PRE-ROLL VIDEO**

Impressions	55,550
Video Views	14,991
Video View Rate	58.86%
Click to Visit Page	46



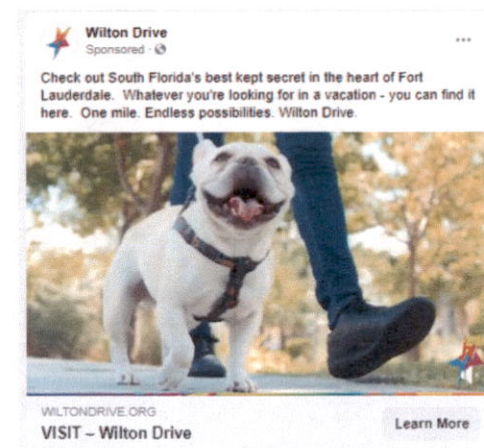
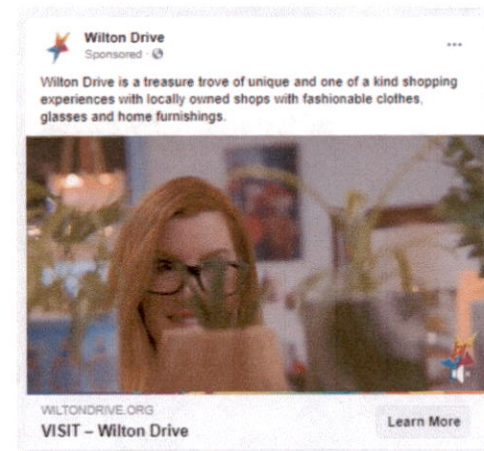
## FACEBOOK VIDEO CAMPAIGN

Impressions	211,844
Video Plays	154,258
Clicks to Visit Page	448

## SOCIAL MEDIA (FB & INSTA)

Facebook Impressions	122,874 (up 1194.5%)
Instagram Impressions	69,248 (up 451.1%)

*Quarter over Quarter*



23-24 WDID

Focus on tangible assets for Wilton Drive:

- Trash cans
- Seating - benches/chairs
- Banners celebrating The Drive

Landscaping improvements and upgrades

Landscape lighting enhancements

Less focus on social media







From: Matthew Dreger <madcsr@hotmail.com>  
Sent: Tuesday, April 25, 2023 10:30 AM  
To: Pamela Landi  
Cc: Michelle Parks  
Subject: Report for WDID meeting

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Do not reply to it, click any links, or open any attachments unless you recognize the sender's email address as legitimate and know the content is safe. If you have any concerns, call the Help Desk at 2179.

Pamela, please include the below with the next WDID meeting backup material.

Thank you,

MAD

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Met with Michelle Parks of Leisure Services.

Leisure Services is happy to learn we are ordering more trash bins.

Leisure Services wants WDID to remain aware that new trash bins will not be replacing solar eco bins with our new trash bins; but rather replacing all older trash receptacles.

Leisure Services likes the idea that WDID is moving in a direction to bring tangible improvements to The Drive.

Leisure Services likes the idea of improving the site where banners are hung near City Hall. Discussions of a kiosk at the site are have shown that a kiosk is not within the budget, but there are some alternative improvements that LS will gather and present. The Island City Art Advisory Committee has offered to assist in costs if that becomes an issue.

Leisure Services is interested in putting the Selfie-Spot back up at another location. A location was discussed to the left of the flag poles at City Hall with trees and hedges as a backdrop and afternoon sun on the folks getting their picture taken(as Josie had mentioned previously the backdrop is important). LS is going to investigate the site. The Selfie Spot image that was up in Flippen Park is no more; but Art Gallery 21 and Island City Art Advisory Committee have indicated they will cover the cost of a new Selfie

Spot frame and supply same to LS for installation.

Submitted by  
Matthew Dreger  
WDID